Miss Adrienne Dore—2nd Prize

"I feel certain that the judges who awarded me second place in the Atlantic City Beauty Contest were pleased with the appearance of my hair. I used Mulsified Cocoanut Oil Shampoo only, because it gives the hair a thick, glossy appearance that no other shampoo does."

Miss Fay Lanphier—1st Prize
"MISS AMERICA"

"In being awarded the first prize and chosen as 'Miss America' at the Atlantic City Pageant, I know the beauty of my hair played an important part with the judges.

"The soft, silky appearance of my hair has always been admired. Thousands have told me how beautiful it looks.

"I am always pleased to tell people that I keep it that way by shampooing with Mulsified Cocoanut Oil Shampoo, as I have found nothing else that keeps it so bright and lovely."

Miss Beatrice Roberts—3rd Prize

"I feel that shampooing with Mulsified has been a wonderful help to me in winning the Atlantic City Beauty Contest, as it has enabled me to keep my hair looking its best and no girl can be beautiful without beautiful hair."

How "Miss America" And Her Two Loveliest Rivals—Keep Their Hair Beautiful

NOT long ago in Atlantic City, the pleasure center of the east, the Nation's Greatest Beauty Contest was held. From every state, from every principal city came the loveliest girls in all America.

Appearing before the foremost artists, the best recognized authorities on beauty, they were judged.

Three were chosen: Fay Lanphier of San Francisco, Adrienne Dore of Los Angeles, and Beatrice Roberts of New York—AMERICA'S THREE MOST BEAUTIFUL GIRLS.

Each had beautiful, irresistible, well-kept hair—AND THEY WON.

These girls caught and held the eye of the judges with their beautiful hair, as beautiful hair has always caught and held the eye of man. Since history began mankind has realized that beautiful hair makes a woman beautiful and that she cannot be beautiful without it. *There is real magic in the hair.* It is the first and most potent of all her charms.

The hair is a frame or setting upon which the most beautiful, as well as the plainest woman, must depend.

Fortunately, beautiful hair is no longer a matter of luck.

You, too, can have beautiful hair if you shampoo it properly.

Proper shampooing is what makes it soft and silky. It brings out all the real life and lustre, all the natural wave and color and leaves it fresh-looking, glossy and bright.

When your hair is dry, dull and heavy, lifeless, stiff and gummy, and the strands cling together, and it feels harsh and disagreeable to the touch, it is because your hair has not been shampooed properly.

While your hair must have frequent and regular washing to keep it beautiful, it cannot stand the harsh effect of ordinary soaps. The free alkali in ordinary soaps soon dries the scalp, makes the hair brittle and ruins it.

That is why thousands of women, everywhere, now use Mulsified cocoanut oil shampoo. This clear, pure and entirely greaseless product brings out all the real beauty of the hair and cannot possibly injure. It does not dry the scalp or make the hair brittle, no matter how often you use it.

If you want to see how really beautiful you can make your hair look, just follow this simple method.

A Simple, Easy Method

FIRST, wet the hair and scalp in clear, warm water. Then apply a little Mulsified cocoanut oil shampoo, rubbing it in thoroughly all over the scalp, and all through the hair. Two or three teaspoonfuls will make an abundance of rich, creamy lather. This should be rubbed in thoroughly and briskly with the finger tips, so as to loosen the dandruff and small particles of dust and dirt that stick to the scalp.

After rubbing in the rich, creamy Mulsified lather, give the hair a good rinsing. Then use another application of Mulsified, again working up a lather and rubbing it in briskly as before. After the final washing, rinse the hair and scalp in at least two changes of clear, fresh, warm water. This is very important.

Just Notice the Difference

YOU will notice the difference in your hair even before it is dry, for it will be delightfully soft and silky. The entire mass, even while wet, will feel loose, fluffy and light to the touch and be so clean it will fairly squeak when you pull it through your fingers.

After a Mulsified shampoo you will find your hair will dry quickly and evenly and have the appearance of being much thicker and heavier than it really is.

If you want to always be remembered for your beautiful, well-kept hair, make it a rule to set a certain day each week for a Mulsified cocoanut oil shampoo. This regular weekly shampooing will keep the scalp soft and the hair fine and silky, bright, fresh-looking and fluffy, wavy and easy to manage—and it will be noticed and admired by everyone.

You can get Mulsified cocoanut oil shampoo at any drug store or toilet goods counter, anywhere in the world. A 4-ounce bottle should last for months.

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